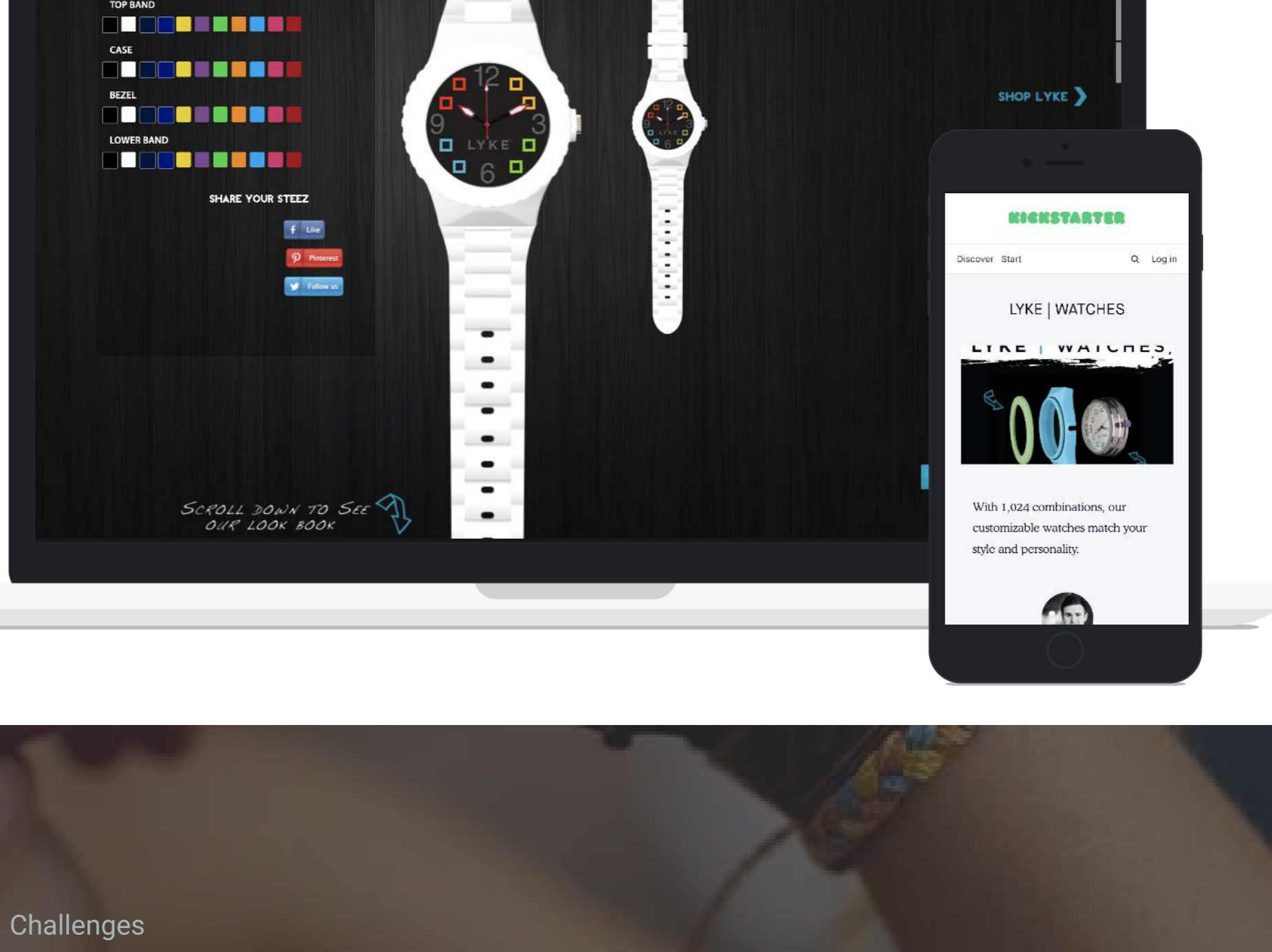


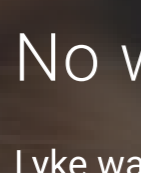
The client

Customizing Lyke Watches

Lyke is the world's most customizable watch experience. Their interchangeable watches were being marketed as a counter-culture lifestyle, with sponsors including hip hop artists, professional wakeboarders and snowboarders. I worked with Lyke's Founder, Brock, and one developer to design and launch the Lyke website, and illustrated vector assets for a "customize your watch" experience.

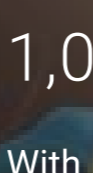


Challenges



No website

Lyke was launching a successful Kickstarter campaign, but needed a website to sell their watches, and share their story.



1,024 options

With 1,024 mix and match combinations, customers needed a way to envision how their color combinations would look.



New to market

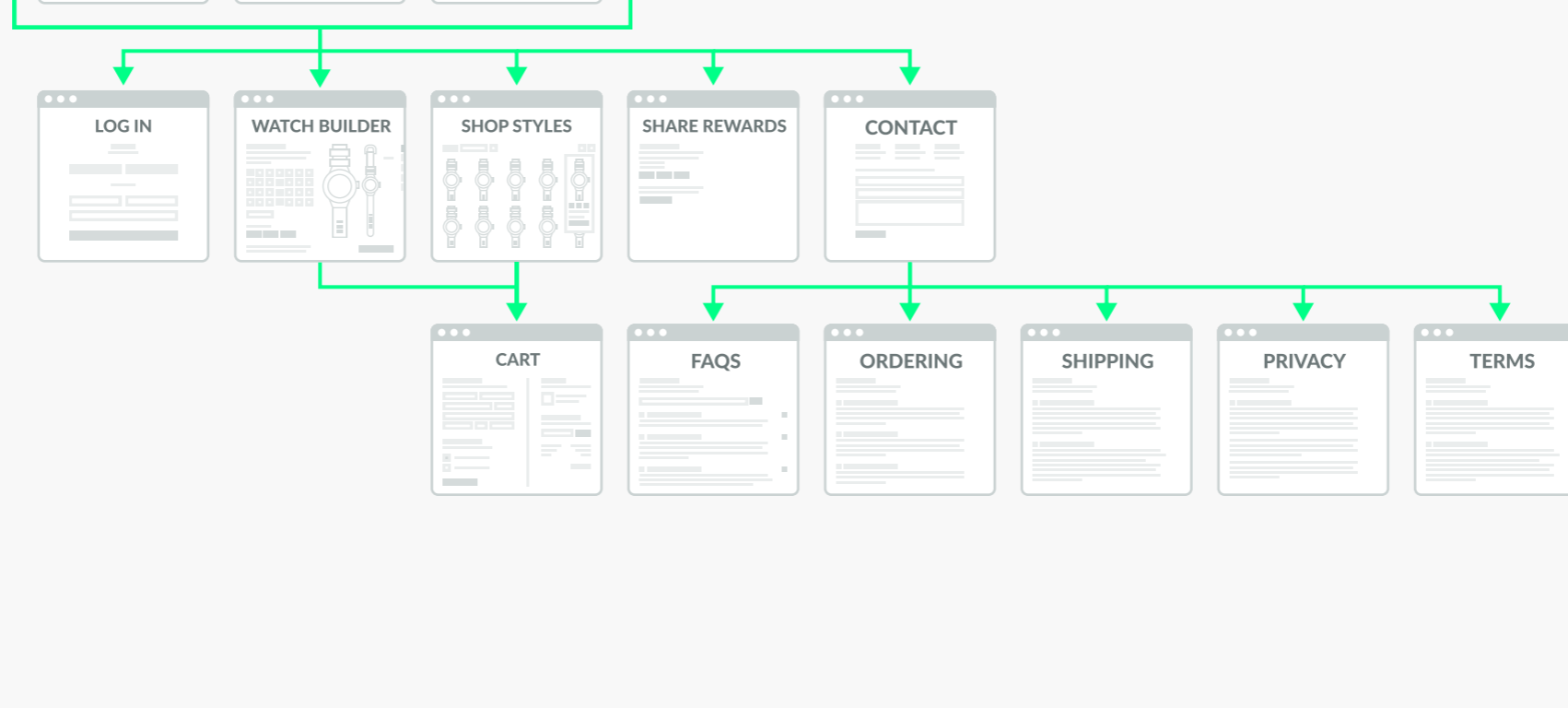
Lyke had a new to market idea that needed to attract both customers and funding, and required some custom backend integrations.

Planning

Inviting experiences

Working with Brock, I designed an easy to shop website consisting of about 14 pages, with an emphasis on connecting user experiences across Kickstarter, social media campaigns, and the website featuring the Lyke lifestyle. The easy watch customizer tool I created was the showcase feature, bolstered by an immersive, full screen experience of the Lyke brand. Site visitors were invited to be a part of the Lyke story by tagging and sharing their own photos and stories on social media, which was forward thinking at the time.

Homepage Slider



Designing the solutions

Illustrating the watch customizer

We wanted to create something so anyone visiting the Lyke site could customize a watch in real time. However, in 2012, the internet was in an "in between" state where Macromedia Flash was dead (RIP) and most browsers didn't yet support CSS animations. Brock, our developer, and I worked around this problem by my creating vector, exported to transparent png, layers for each of the watch layers, parts, and colors. I started from photos of the watch,¹ then made vector assets with transparent highlights and shadows,² and then we could simply use color fills behind with HTML and CSS on the website.³



The website

New site and features

The homepage features a custom, intuitive mix and match for the 85,000 combinations of watch, bands and parts,¹ without having to load new art or refresh the page. To support the shopping experience, I worked with my back-end developer to integrate a Magento eCommerce system with a custom theme and a direct wordpress integration for the CMS. This also meant the Lyke team could conveniently modify everything on the site using single sign on for all their backend systems.



The results

Creativity sometimes isn't enough

Brock, our developer, and I worked hard to successfully launch the Lyke website in time to meet the needs of their Kickstarter and social media campaigns. Unfortunately, Lyke never reached critical momentum to scale up as a business, and the Lyke website we launched has since been retired.

Want to check out the Lyke website?

LYKETIME.COM



HOW CAN I HELP?

Thanks for checking out my work. I'd love to learn about what you're doing!

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